**SCENARIO** 

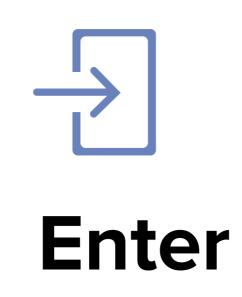
Browsing, booking, attending, and rating a local city tour

# **Entice**

How does someone initially become aware of this process?

A big amount of capital can be saved if

can be done right



### Engage

In the core moments in the process, what happens?

given

This makes ordering

of new stock easy



## **Exit**

What do people typically experience as the process finishes?

An invoice can be

generated based on

the order

Face to face

interaction with the

customers



**Extend** 

What happens after the experience is over?



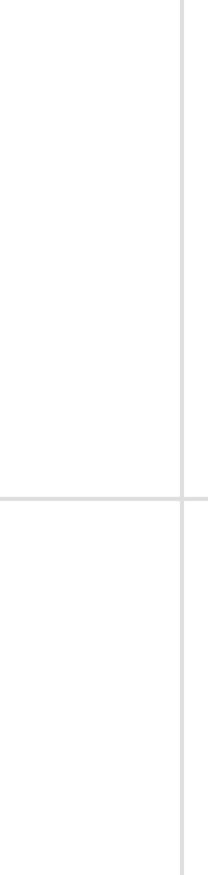
### Steps

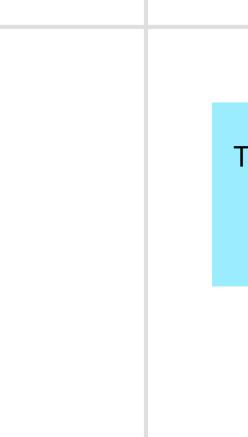
What does the person (or group) typically experience?



What interactions do they have at each step along the way?

- People: Who do they see or talk to? Places: Where are they?
- Things: What digital touchpoints or
- physical objects would they use?





Billboards showing the product in various places

Mange inventory

Good estimation of

the necessary Stocks

will increase the

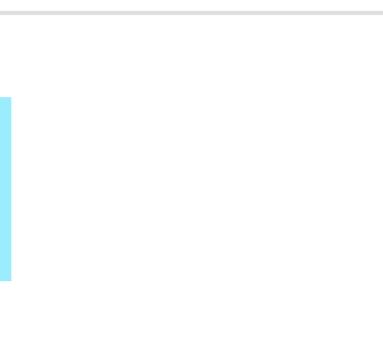
profits

Offer the software for a free trail

Any problems faced

Poor inventory

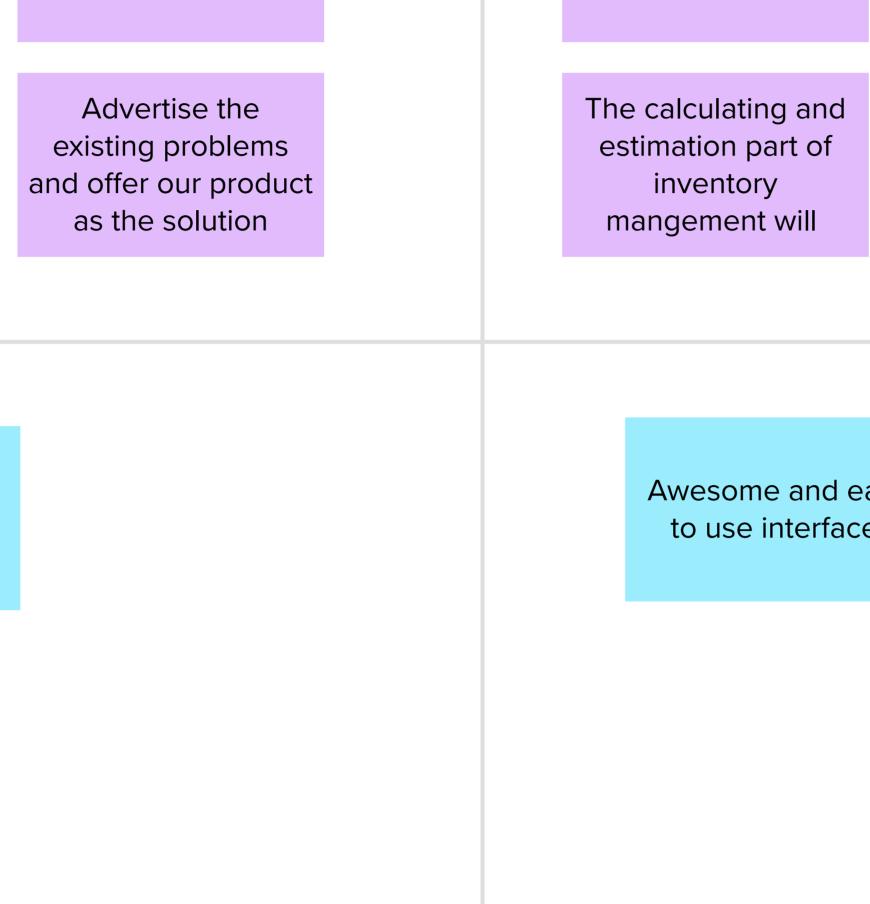
management can lead to loses



Marketing and

Present a Working

effectively



What do people experience as they begin the process?

Awesome and easy

to use interface

Knowing they have selected the right

product

Whether is this the

right product

will be eliminated

All the activities Any error made by manual calculation regarding to inventory management will be

It's regarding whether they have chosen the right product

of the goods presen

in the inventory

Small doubt

Good representation

Face to face interactions with customers as well as the company's are goods, executives

With all the

decision

It will tell you

Sharing of data

Based on the prediction given by the software managing inventory/ storage will be easy

Capital

By managing storage based on the software

rediction investment as

well as ROI can be

A sense of relief when they see thei

See the available

items in the

inventory

Makes life much

easier by showing

the available items

Based on the user's To increase the software's quality or to fix any bugs

> The happy customers feedback

> > are noted

be done

Based on the user's



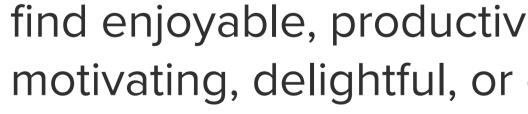
### At each step, what is a person's primary goal or motivation?

**Goals & motivations** 

("Help me..." or "Help me avoid...")



find enjoyable, productive, fun, motivating, delightful, or exciting?



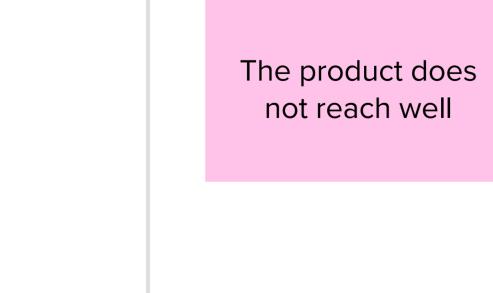
What steps does a typical person

find frustrating, confusing, angering, costly, or time-consuming?

Areas of opportunity

How might we make each step better? What ideas do we have?

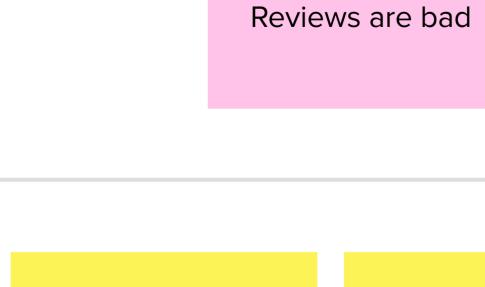
What have others suggested?

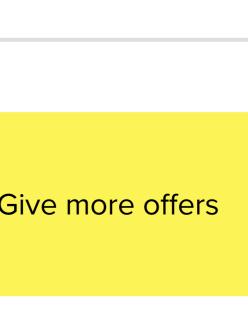


Seeing the product

which the client

chose is being used by many others

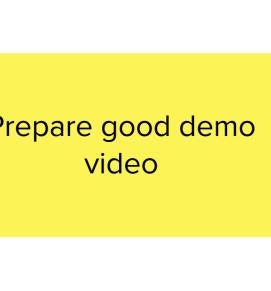




Reading positive

comments and

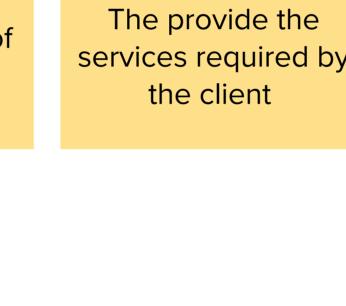
watching review videos of our product

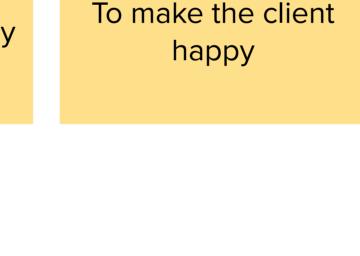


Reduce capital/ investment in storage

Seeing increase in

Software is bad





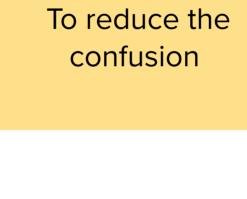
**Excitement about the** 

new product

Can this work the

way I want

Easy payments



which would satisfy the

client in terms of inventory management

To build a software

The process is so good that they

exceed the clients

demands

To provide accurate

It is recommend to

others

To ensure the data

gathered is correct

To make the client

Clients leave the place

with a very happy

feeling and confirmation they will come back for

happy at the end

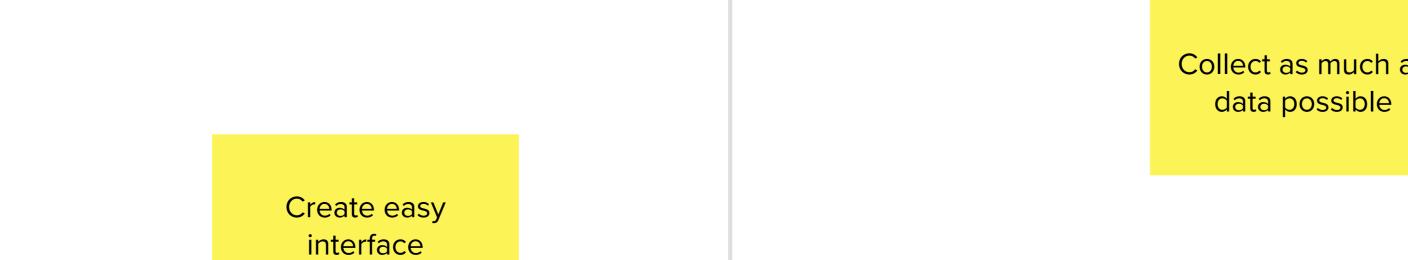
level among clients

to maintain the or

increase the trust



# software



High Maintenance

How to collect the

feedback from the clients as fast as possible

Bad reviews and

comments

damage caused by bad reviews,bugs and etc

To reduce the